

1950

NOMA

JAN 1 1950

U. S. PATENT OFFICE



LIGHTS

MULTIPLE INDOOR SETS



No. 3010



No. 3415

INDOOR SETS and LAMPS



No. 110



No. 3017



C-9 1/2



C-7 1/2



C-6



G-14

LIBRARY
JAN 14 1953
U. S. PATENT OFFICE

U. S. Patent Office
FEB 19 1953
Design Division

P-1

No. 3010—7 LIGHT MULTIPLE INDOOR OUTFIT. Noma Berry Bead fastens lamp upright to branch of tree. C-7½ lamps burn independently... no more searching for the burned out lamp. Washers keep lamps tight in sockets. Prevents trouble from metallic decorations. Tri-plug and add-on connectors for attaching additional sets. Standard package 24. Weight 20 lbs.

No. 3415—15 LIGHT MULTIPLE INDOOR OUTFIT. The most popular set made. Berry Beads. Tri-plug and add-on connector for attaching additional sets. Washers keep lamps tight in sockets. Makes tree trimming a pleasure. 3 foot lead. C-7½ candelabra base lamps. If one burns out, the others stay lighted. Standard package 24. Weight 34 lbs.

No. 3420—20 LIGHT MULTIPLE INDOOR OUTFIT. Equipped with C-7½ candelabra base lamps. Each lamp burns independently. Washers keep lamps tight in sockets. Adjustable Berry Beads fasten lamp upright to tree. Tri-plug and add-on connector for attaching additional sets. Standard package 12. Weight 24 lbs.

No. 3425—25 LIGHT MULTIPLE INDOOR OUTFIT. Perfect set for decorating larger trees. C-7½ candelabra base lamps burn independently. Washers keep lamps tight in sockets. No hunting for burned out lamps. Berry Beads. Tri-plug and add-on connector. Standard package 12. Weight 29 lbs.

No. 110—8 LIGHT SERIES INDOOR OUTFIT. Tri-plug connection with open outlet for attaching additional sets. 15 Volt C-6 cone shaped lamps in assorted colors. Berry Beads. Standard package 50. Weight 26 lbs.

No. 3017—7 LIGHT GLO-RAY MULTIPLE INDOOR OUTFIT. Ball shape G-14 lamps in gay, holiday colors. Add-on connector for attaching additional sets. Berry Beads for holding lamps in position. Standard package 25. Weight 29 lbs.

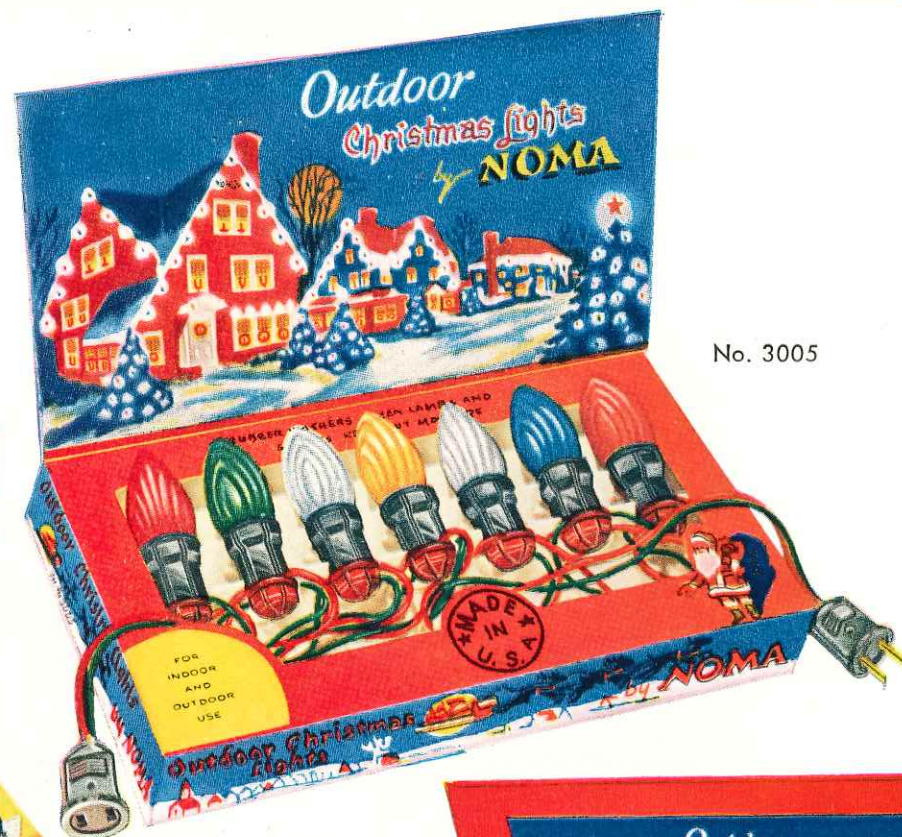
C-9½ LAMPS. 120 volt, 10 watt intermediate base. Inside color coated to protect finish when used outdoors. Packed 10 assorted to container or 10 of a color to box. 500 to carton. Weight 21 lbs.

C-6 LAMPS. 15 volt miniature base series type. Packed 10 of one color to a box, or 10 assorted to package. 1000 to carton. Weight 13 lbs.

C-7½ LAMPS. 120 volt candelabra base for use in multiple burning outfits. Packed 10 assorted or 10 of a color to a box, 500 to carton. Weight 11 lbs.

G-14 LAMPS. 120 volt candelabra base, for use with multiple burning sets. 10 of a color to box, 500 assorted color lamps to standard carton. Weight 20 lbs.

OUTDOOR SETS



No. 3005



No. 3215



No. 3020

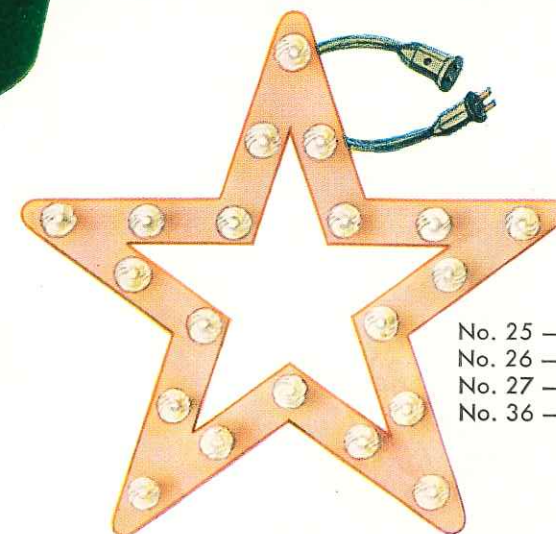
No. 3005—7 LIGHT RED-CAP MULTIPLE OUTDOOR OUTFIT. Straight line construction. If one lamp goes out the others stay lighted. Thoroughly weather-proofed. Spring contacts keep lamps tight in sockets. Rubber washers. 13½ foot straight line construction. Inside coated intermediate base C-9½ lamps. Add-on connector. Standard package 24. Weight 29 lbs.

No. 3215—15 LIGHT RED-CAP MULTIPLE OUTDOOR OUTFIT. Straight line construction. Inside coated intermediate base C-9½ lamps. Rubber washers keep out moisture. Spring contacts. Add-on connector. Weatherproof wire. Standard package 12. Weight 26 lbs.

No. 3020—20 LIGHT RED-CAP MULTIPLE OUTDOOR OUTFIT. Ideally suited for large outdoor decorating jobs. Thoroughly weather-proofed. Rubber washers. Straight line construction. Inside coated intermediate base C-9½ lamps in assorted colors. Add-on connector for attaching additional sets. Built to highest standards and will last for years. Standard package 12. Weight 35 lbs.

No. 3025—25 LIGHT RED-CAP MULTIPLE OUTDOOR OUTFIT. Same construction as No. 3020 except with 25 intermediate base C-9½ lamps. Standard package 12. Weight 38 lbs.

PIN SOCKETS and TESTER



No. 25 — 21"
No. 26 — 30"
No. 27 — 50"
No. 36 — 16"



No. 900



No. 915

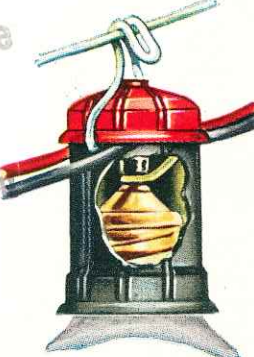


No. 229

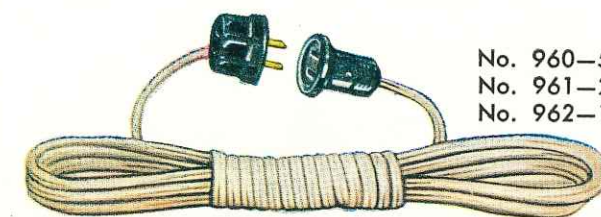


No. 400—Medium Base
No. 401—Intermediate Base

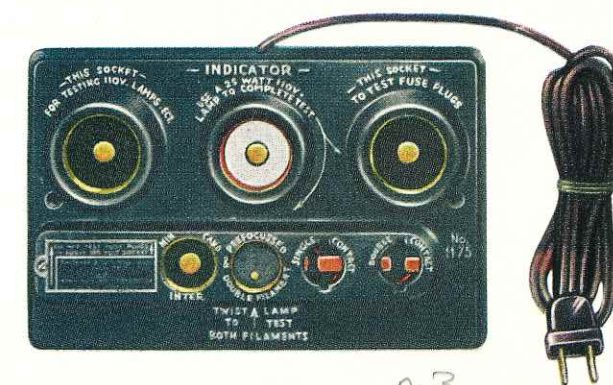
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Design Division



No. 1175



No. 960—50 Ft. Ext.
No. 961—25 Ft. Ext.
No. 962—15 Ft. Ext.



No. 25—OUTDOOR METAL STAR. 21" in diameter. 20 intermediate base C-9½ lamps. Plug and connector. Standard package 1. Weight 5 lbs.

No. 36—OUTDOOR METAL STAR. 16" in diameter. 10 intermediate base C-9½ lamps. Plug and connector. Standard package 1. Weight 4 lbs.

RED CAP MEDIUM BASE STREAMERS
No. 12 WIRE, SPRING CONTACTS

No. 229—12" Spacing, 100 ft. length, 100 sockets

No. 230—18" Spacing, 150 ft. length, 100 sockets

No. 330—24" Spacing, 200 ft. length, 100 sockets

RED CAP INTERMEDIATE BASE STREAMERS
No. 16 WIRE, SPRING CONTACTS

No. 209—12" Spacing, 100 ft. length, 100 sockets

No. 210—18" Spacing, 150 ft. length, 100 sockets

No. 310—24" Spacing, 200 ft. length, 100 sockets

UNIT CARTON
No. Wt. lbs.

1 19

1 24

1 26

UNIT CARTON
No. Wt. lbs.

1 7

1 8

1 10

PIN TYPE SOCKETS AND PIGTAILS

No. 400—Med. base, 10 to box, 25 boxes to carton 250 26

No. 401—Intermed. base, 25 to box, 20 boxes to carton 500 18

No. 900—Miniature Pigtail 6" lead, No. 20 wire 500 8

No. 905—Candelabra Pigtail 6" lead, No. 20 wire 500 11

No. 915—Intermediate Pigtail 6" lead, No. 18 wire 500 18

No. 960—50 FT. EXTENSION CORD. Standard package 36. Weight 49 lbs.

No. 961—25 FT. EXTENSION CORD. Standard package 72. Weight 49 lbs.

No. 962—15 FT. EXTENSION CORD. Standard package 72. Weight 29 lbs.

No. 1175—LAMP AND FUSE TESTER. Tests all medium, intermediate, candelabra and miniature base lamps. Tests plug fuses. 120 volt socket protected by a replaceable 5 ampere fuse for testing appliances. Standard package 12. Weight 21 lbs.

OUTDOOR CANDLES



No. 31W

No. 30R

NOMA OUTDOOR CANDLES. There is an ever increasing demand for outdoor lighting equipment. Noma's Outdoor Candles meet the most rigid service tests and have numerous outdoor decorative possibilities. May be used on street standards for community lighting or to decorate churches, apartment houses, stores and private homes. These outdoor candles with realistic simulated drip radiate a warm note of holiday charm. They provide a new source of income for the wide-awake dealer. Sturdy metal base with illuminated plastic panels combined with translucent candle and plastic flame tip radiates a message of Christmas cheer.

No. 30R—RED OUTDOOR CANDLE. Red fiber glass candle with realistic molded plastic flame tip. Sturdy metal base with translucent plastic panels spell "Season's Greetings." Waterproof and weatherproof. Ideally suited for community, commercial or private decorative schemes. Light sturdy construction throughout. 53" high. Base 13" x 13" x 9". Easy to mount on platform or lighting standard. Equipped with 150 Watt PAR 38 outdoor lamp. Lead cord with plug. Individually packed in corrugated carton. Weight 17 lbs.

No. 31W—WHITE OUTDOOR CANDLE. Same as No. 30R Outdoor Candle except candle tube is white fiber glass. Individually packed in corrugated carton. Weight 17 lbs.

BUBBLE-LITES

U. S. Patent Office

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No. 520



No. 3507



No. 2000

No. 520—MULTIPLE BUBBLE-LITE REPLACEMENT LAMPS. 1000 hour 120 volt candelabra base. Most effective when used as replacements for conventional type candelabra base Christmas tree lamps. Ten assorted colors to display package. 10 to box. 100 lamps to carton. Weight 11 lbs.

No. 2000—SNAP-ON BUBBLE-LITES. Snaps on over conventional C-6 or C-7½ type lamp. They bring a sparkling radiance to any Christmas tree lighting set. No need to replace the entire unit when the lamp burns out. Adds bubbling action to the tree. 10 to display package. 20 packages. 200 lamps to carton. Weight 17 lbs.

No. 3507—7 LIGHT MULTIPLE BUBBLE-LITE OUTFIT. 1000 hour No. 520 candelabra base lamps. The gay sparkling action of Bubble-Lites without the inconvenience of having to hunt for the burned out lamp. These colorful Bubble-Lites were designed for beauty and year-in and year-out use. Brings the Christmas tree up-to-date with lights, action and color! Metal clips hold lamps upright on branch of tree. Tri-plug and add-on connector. Assorted colors. Packed in individual full-color display box, 24 boxes to carton. Weight 28 lbs.

BUBBLE-LITES



No. 509—9 LIGHT SET
No. 508—8 LIGHT SET

ACTUAL
SIZE

No. 508—EIGHT LIGHT SERIES BUBBLE-LITE SET. Loop type series outfit. The greatest innovation in Christmas tree lighting since the electric lamp replaced the wax candle. May be used in conjunction with any Christmas tree lighting set. Metal clips make it easy to fasten to branches of tree. 15 volt No. 420 lamps. Assorted colors. Tri-plug connector. 3 foot lead. Packaged in colorful, serviceable display box. Standard package 20. Weight 20 lbs.

No. 509—NINE LIGHT SERIES BUBBLE-LITE SET. Straight line series type. Colorful glass candles ALIVE with bubbling action. Special clips make it easy to fasten to branches of tree in upright position. Each lamp is 5" tall. May be used in conjunction with any type of Christmas Tree Lighting Outfit. Packaged in eye-catching display box. Tri-plug connector. 15 volt No. 420 lamps. Assorted colors. 4 ft. lead. Standard package 20. Weight 27 lbs.

BUBBLE-LITES



No. 420

No. 421

ACTUAL
SIZE

NOMA BUBBLE-LITE LAMPS contain a non-inflammable liquid with an extremely low boiling point. The heat from the tiny lamp enclosed in the plastic base causes the liquid to boil gently. A harmless chemical agent at the bottom of the tube acts as a starter for a series of pinpoint bubbles. These tiny bubbles expand into the large active bubbles you see rising in the Bubble-Lite candle. This color and action adds exciting brilliance and animation to any Christmas decoration.

No. 420—BUBBLE-LITE LAMP. Series type miniature base lamp. 15 volts. Includes metal clip for fastening lamp upright on tree. Sturdy glass candle-tube and flame resistant plastic housing. Comes in assorted colors. May be used as replacement lamps in any 15 volt series type indoor lighting outfit. 10 to eye-catching individual display box with attaching clips. Packed same as No. 421 illustrated above. 200 to standard carton. Weight 16 lbs.

CANDLE-LITES



No. 133



No. 3503



No. 433



No. 553

No. 133—8 LIGHT SERIES CANDLE-LITE SET. Now the tree can take on a new look of old time Holiday charm—with complete safety. Entire translucent candle lights up. Installed 15 volt lamps. Metal tree clips hold candles upright on branch of tree. Plastic flame tip gives realistic effect. Tri-plug connector. 20 sets to standard carton. Weight 20 lbs.

No. 433—REPLACEMENT TRANSLUCENT PLASTIC CANDLE-LITES. Installed 15 volt lamps. Assorted colors. Plastic flame tip. Adds old fashioned charm when used as replacement in any series type Christmas Tree lighting sets. Packed 10 to display box—20 boxes—200 Candle-Lites to carton. Weight 17 lbs.

No. 3503—7 LIGHT MULTIPLE CANDLE-LITE SET. 1000 hour, 120 volt candleabra base lamp. Assorted colors. Plastic flame tip. Exact replicas of old fashioned wax Christmas Tree candles with all the safety of electric lamps. Entire candle lights up. Metal tree clips hold candles upright on branch of tree. Plastic flame tip gives realistic effect. Add-on and tri-plug connector. 20 sets to standard carton. Weight 23 lbs.

No. 553—REPLACEMENT PLASTIC CANDLE-LITES. Installed 1000 hour, 120 volt multiple lamp. Assorted colors. Heat resistant plastic. 10 to attractive display box. 200 lamps to carton. Weight 22 lbs.

FANCY FIGURES

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No. 41 — 15 Volt
No. 61 — 120 Volt
No. 52 — Snap-on



No. 42 — 15 Volt
No. 62 — 120 Volt
No. 53 — Snap-on



No. 43 — 15 Volt
No. 63 — 120 Volt
No. 55 — Snap-on



No. 3019 — 7 Light multiple set
No. 119 — 8 Light series set



No. 426
No. 566

No. 41—PLASTIC SANTA FIGURES. Installed 15 volt lamps for use in series sets. Packed 10 in display box. 20 boxes—200 figures to carton. Weight 18 lbs.
No. 61—PLASTIC SANTA FIGURE. Installed 1,000 hour, 120 volt multiple type lamp. Heat resistant plastic. 10 to display box. 200 to carton. Weight 19 lbs.
No. 52—SANTA SNAP-ON FIGURE. Fits on C-6 or C-7½ lamps. Packed 10 to display box. 20 boxes—200 Santa figures to standard carton. Weight 16 lbs.
No. 42—SNO-MAN PLASTIC FIGURES. Installed 15 volt lamps. Series type. Packed 10 to box. 20 boxes—200 figures in standard carton. Weight 18 lbs.
No. 62—PLASTIC SNO-MAN FIGURE. Installed 1,000 hour 120 volt multiple lamp. Heat resistant plastic. 10 to display box. 200 to carton. Weight 19 lbs.
No. 53—SNAP-ON PLASTIC SNO-MAN FIGURES. Fits over C-6 or C-7½ lamps. Heat resistant plastic. 10 to display box. 200 to carton. Weight 16 lbs.
No. 43—PLASTIC ANGEL FIGURES. Installed 15 volt lamp for use in series sets. Packed 10 to display box. 20 boxes—200 to carton. Weight 17 lbs.
No. 63—PLASTIC ANGEL FIGURES. Installed 1,000 hour, 120 volt lamp for use in multiple type sets. 10 to display box. 200 to carton. Weight 19 lbs.

No. 55—SNAP-ON WHITE PLASTIC ANGEL FIGURE. Fits C-6 or C-7½ lamps. Heat resistant plastic. 10 to display box. 20 boxes to carton. Weight 16 lbs.
No. 3019—7 LIGHT MULTIPLE OUTFIT. C-7½ lamps, assorted snap-on plastic fancy figures. Berry Bead fasteners. Tri-plug and add-on connector. Each lamp burns independently. One set to display box—20 to carton. Weight 25 lbs.
No. 119—8 LIGHT STRAIGHT LINE SERIES OUTFIT. Assorted snap-on plastic figures. 15 volt C-6 lamps. Berry Beads. Tri-plug—20 to carton. Weight 22 lbs.
No. 426—ASSORTED PLASTIC FANCY FIGURES. Installed 15 volt lamps. Can be used as replacements for any series type set. Packed 10 in display box. 20 boxes—200 figures to standard carton. Weight 18 lbs.

SOCKET. For use on parallel type twin cord. Makes possible custom length lighting. 25 to a box. Standard carton 500 sockets. Weight 13 lbs.

SNO-GEMS and STARS



No. 130



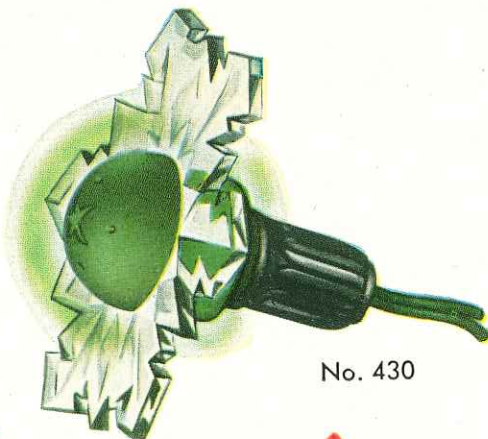
No. 408



No. 408
8 on a card



No. 431



No. 430



No. 152

AD-A-LITE SETS

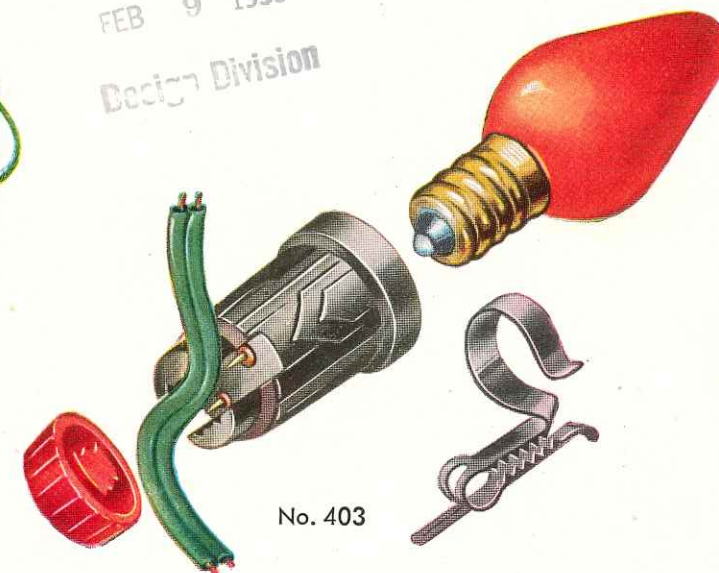


No. 3403



No. 3402

U. S. Patent Office
FEB 9 1953
Design Division



No. 403

No. 130—8 LIGHT SERIES SNO-GEMS SET. Brilliant plastic ornaments. Installed 15 volt lamps. Berry Bead fasteners. Tri-plug connector. One to display box. 20 boxes to standard carton. Weight 20 lbs.

No. 430—SNO-GEMS. Brilliant crystal clear Sno-Gems with installed 15 volt series type lamps. Assorted colored centers. Packed 8 in colorful display box. 20 boxes—160 Sno-Gems to carton. Weight 13 lbs.

15 volt lamps. Assorted colors. Plastic flame tip. Adds old fashioned charm when used as replacement in any series type Christmas Tree lighting sets. Packed 10 to display box—20 boxes—200 Candle-Lites to carton. Weight 17 lbs.

No. 431—3½" MULTI-COLORED PLASTIC STARS. Installed 15 volt series type lamp. Packed 10 to display box. 20 boxes—200 stars to carton. Weight 18 lbs.

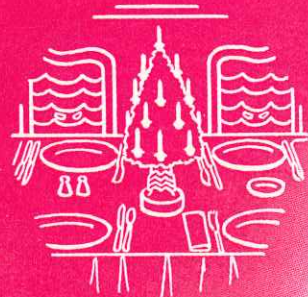
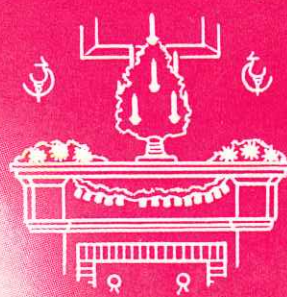
No. 152—8 LIGHT SERIES STAR BRIGHT SET. Assorted multi-color plastic Stars. Installed 15 volt series type lamps. Berry Beads for holding lamps in position. Tri-plug connector. Packed in attractive display box. 20 sets to standard carton. Weight 18 lbs.

No. 3402—7 LIGHT AD-A-LITE INDOOR KIT. Place the lights anywhere you want them along the wire. Makes it possible to light up out of the way branches. Sturdy plastic safety turn lock pin type sockets. C-7½ multiple burning lamps in assorted colors. Underwriter Laboratory approved sockets and cord set for your safety. Equipped with add-on connector and tri-plug for attaching additional sets. Sturdy metal clips make it easy to fasten lights to branch of tree. This set makes tree-trimming easy and is a natural for both large and small trees. Standard package 24 to carton. Weight 19 lbs.

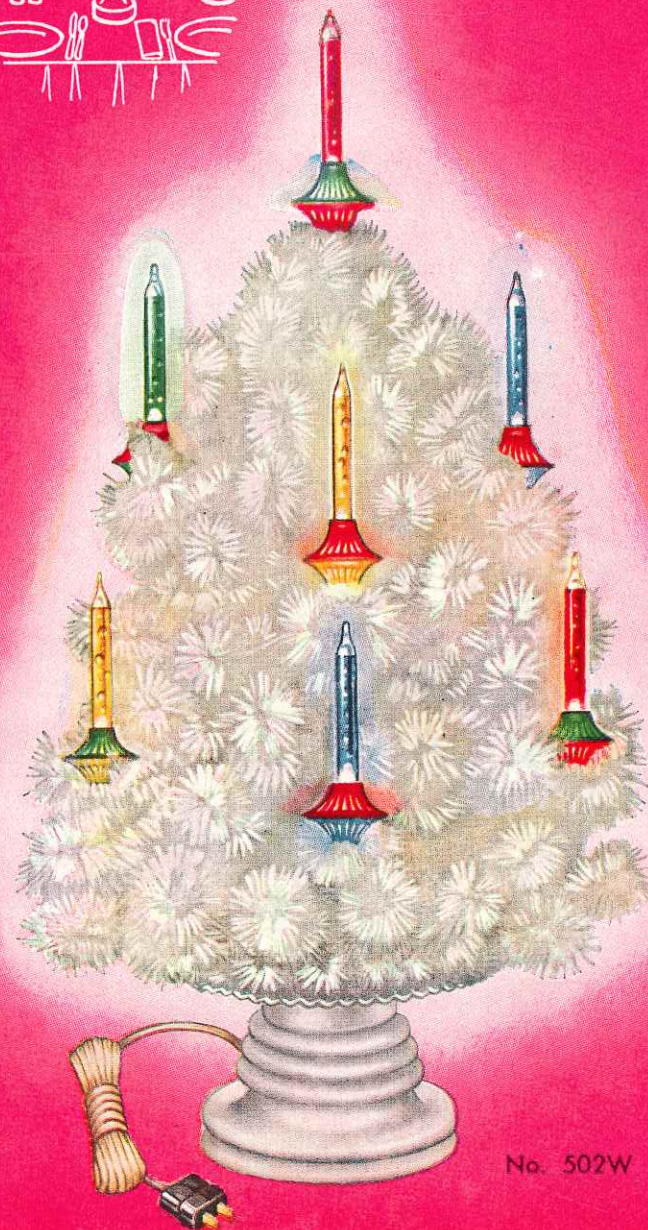
No. 3403—15 LIGHT AD-A-LITE INDOOR KIT. Same as No. 3402 except equipped with 15 C-7½ assorted colored candelabra base lamps. Equipped with add-on connector and tri-plug for attaching additional sets. Underwriter Laboratory approved sockets and cord set. Clips. Standard package 24. Weight 34 lbs.

No. 403—CANDELABRA BASE AD-A-LITE PIN TYPE TURN LOCK SAFETY SOCKET. For use on parallel type twin cord. Makes possible custom length lighting. 25 to a box. Standard carton 500 sockets. Weight 13 lbs.

BUBBLE-LITE TREES



No. 501G



No. 502W

BUBBLE-LITE TREES



No. 503G



No. 504W

U.S. Patent Office
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 Design Division

No. 501G—18" GREEN SERIES TYPE BUBBLE-LITE TREE. Bright green flame-proofed visca. Nine 15 volt assorted BUBBLE-LITES. Metal frame construction. Alive with bubbling action. 18" high. Complete with cord and one extra lamp for replacement. Individually packaged in a sturdy corrugated carton. Weight 5 lbs.

No. 502W—18" WHITE SERIES TYPE BUBBLE-LITE TREE. Same as No. 501G except it is made of white flameproofed visca.

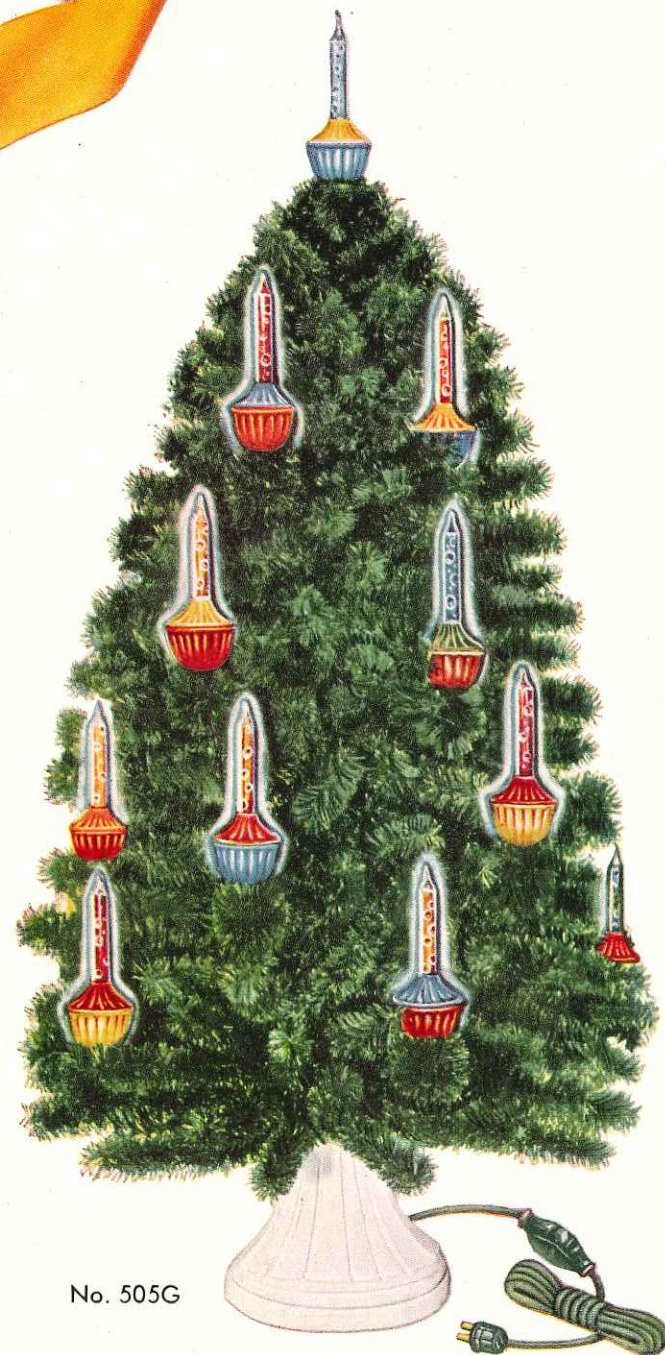
NOMA BUBBLE-LITE CHRISTMAS TREES are the most enchantingly radiant Holiday decorations ever made... Alive with lighted action... Aglow with Christmas cheer. Perfect for the Christmas table, hallway or window. Makes a most effective substitute for a live tree where space is at a premium. Designed for year to year use. Lamps are replaceable. Gay, sparkling action is sure to attract attention wherever they are displayed.

No. 503G—26" GREEN SERIES TYPE BUBBLE-LITE TREE. Bright green flame-proofed visca. Eighteen 15 volt assorted BUBBLE-LITES. Sturdy metal frame construction. Will last from season to season. Equipped with a TOGGLE TYPE LINE SWITCH and two extra bubble-lite lamps for replacement. Individually packaged in sturdy corrugated carton. Weight 11 lbs.

No. 504W—26" WHITE SERIES TYPE BUBBLE-LITE TREE. Same as No. 503G except it is made of white visca.

NOMA BUBBLE-LITE TREES are beautiful and effective display decorations. When placed in a window or on a counter, the bubbling action of these life-like visca trees attracts customer attention. Durably constructed for season to season use in either the home or place of business. An eye-catching Christmas display that is sure to attract a whale-of-a-lot of buying attention to other lines of merchandise as well.

BUBBLE-LITE TREES



No. 505G

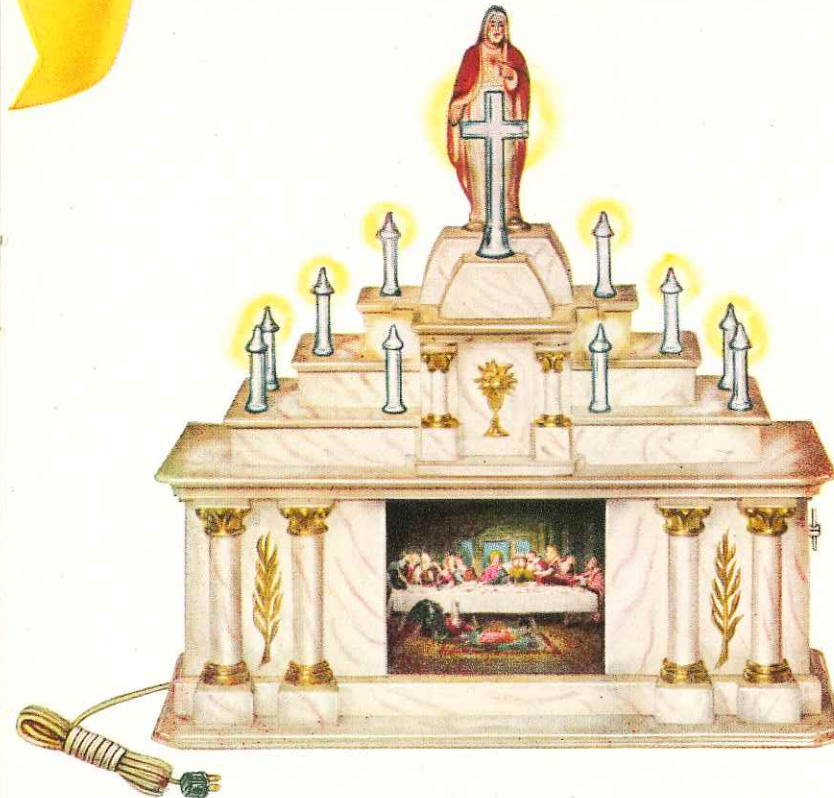


No. 506W

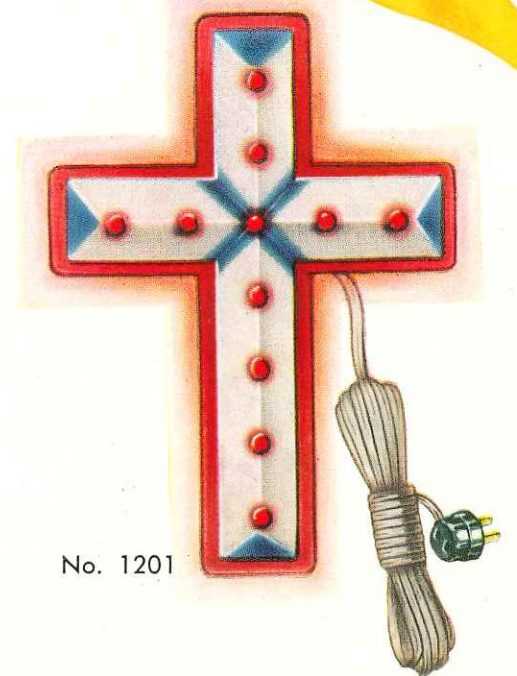
No. 505G—36" GREEN MULTIPLE TYPE BUBBLE-LITE TREE. 20 assorted colored 1000 hour, 120 volt candelabra base lamps. No more searching for the burned out lamp. Bright green flameproofed visca. Sturdy metal frame construction. Will last from season to season. Equipped with TOGGLE TYPE LINE SWITCH. Individually packed in a sturdy corrugated carton. Weight 18 lbs.

No. 506W—36" WHITE MULTIPLE TYPE BUBBLE-LITE TREE. Same as No. 505G except is made of white flameproofed visca. Weight 18 lbs.

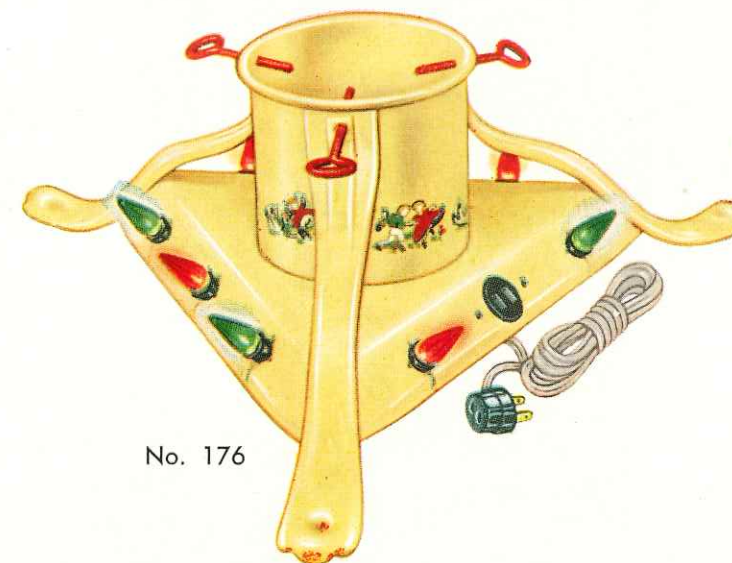
SPECIALTIES and TREE STANDS



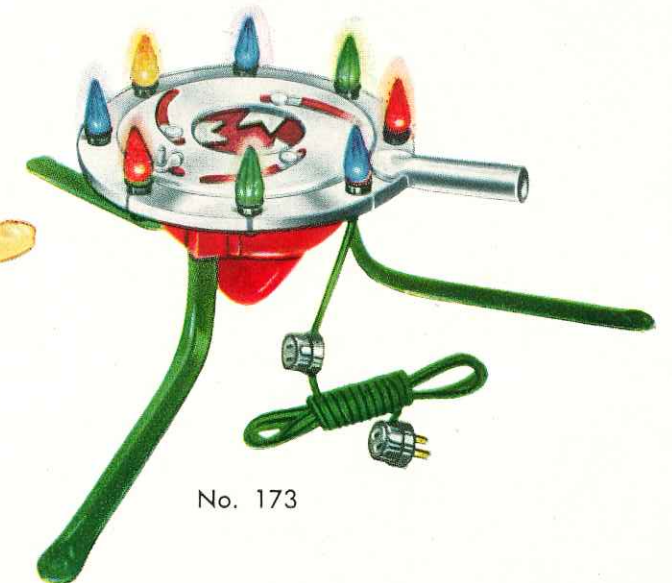
No. 601



No. 1201



No. 176



No. 173

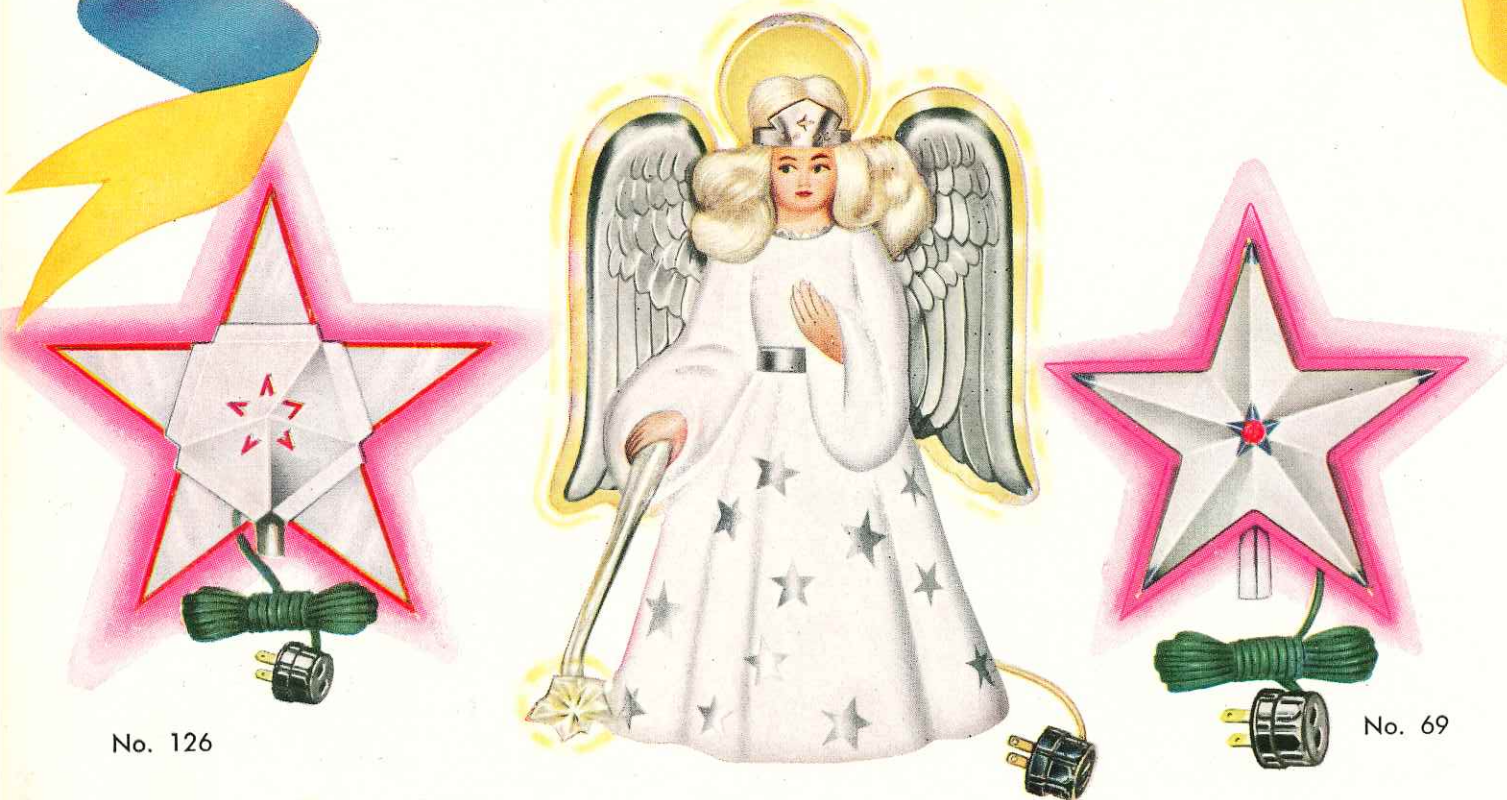
No. 601—ILLUMINATED PLASTIC MUSICAL ALTAR. Statue is exquisite in detail. 15 watt lamp inside altar lights clear solid plastic candles and cross. Altar gives beautiful marbelized effect. A full color reproduction of "The Last Supper" adorns the front panel. Equipped with Swiss chime-like music box. Dimensions 11" L., 11¼" H., 4½" W. Standard package 6. Weight 21 lbs.

No. 1201—ALL METAL CROSS. Light shines from surrounding edges and through plastic beads. 10" high by 7" wide. C-7½ lamp. Cord and tri-plug connector. Standard package 24. Weight 25 lbs.

No. 176—JOLLY-LITE TREE BASE. 8 series type C-6 lamps. Strong sturdy metal construction. Gaily decorated with colorful figures. Water well has pin plate in base to prevent shifting of tree. Equipped with add-on connector and tri-plug for attaching tree lighting sets. Standard package 1. Weight 5 lbs.

No. 173—8 LIGHT AUTOMATIC TREE STAND. Patented locking device, 8 series type C-6 lamps. Tree centering water well. Detachable legs. Add-on connector and tri-plug. Standard package 12. Weight 47 lbs.

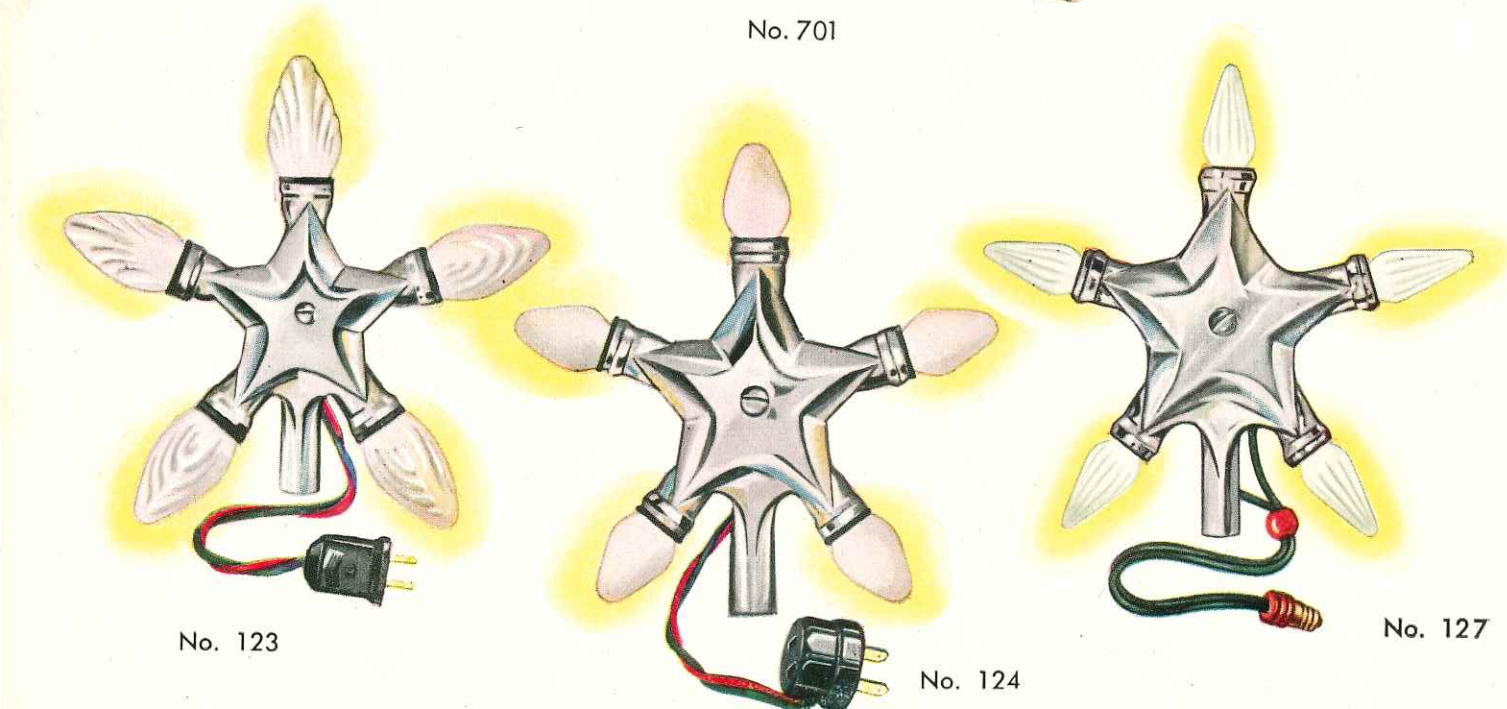
TREE-TOP DECORATIONS



No. 126

No. 701

No. 69



No. 123

No. 124

No. 127

No. 126—COLOR POINT STAR. Edges of plastic points give off bright red glow when illuminated. C-7½ lamp. Complete with cord and tri-plug connector. Standard package 24. Weight 21 lbs.

No. 701—ILLUMINATED TREE-TOP ANGEL. C-7½ lamp with Halo. Cardboard cylinder, hidden by dress, slips easily on to top of tree. Cord with tri-plug. Standard package 12. Weight 12 lbs.

No. 701—ANGEL-LITE WITH STAR WAND. C-7½ lamp illuminates translucent plastic star-studded dress, wand and amber Halo. Molded silver wings. Cord with tri-plug. Standard package 24. Weight 22 lbs.

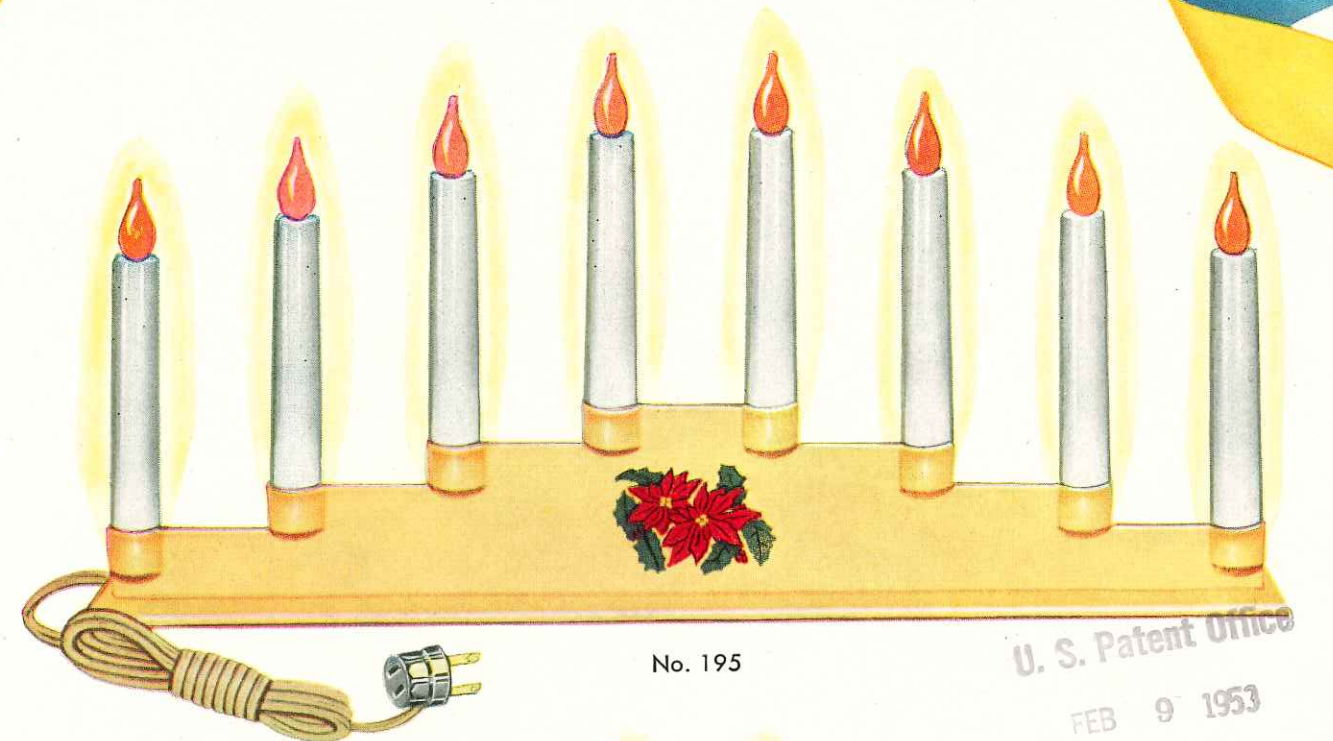
No. 124—5 LIGHT MULTIPLE STAR. 8" diameter. Equipped with 120 volt C-7½ lamps. Standard package 24. Weight 16 lbs.

No. 69—ALL METAL STAR. Light radiates from outer edge and from slots cut in center. Red plastic bead. C-7½ lamp, extension cord with tri-plug. Standard package 24. Weight 18 lbs.

No. 123—5 LIGHT STAR OF BETHLEHEM. 9½" diameter. C-9½ lamps. Sockets pitched and sealed—weather-proofed. Metal tube for attaching to top of tree. Standard package 24. Weight 24 lbs.

No. 127—5 LIGHT STAR. 7" high. C-6 series type lamps. Miniature plug for connecting to series type lighting sets. Standard package 24. Weight 15 lbs.

CANDOLIERS



No. 195

U. S. Patent Office
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No. 193

No. 195—8 LIGHT DE LUXE CANDOLIER. Tapered plastic candles. 15 volt series type lamps. Candles with molded plastic flame tip have all the gracious charm of old fashioned lighted candles. Sturdy metal base with poinsettia decorations. Translucent plastic candles give off a soft warm glow of light along their entire length. A most effective decoration when placed in the window, on a mantel or table. Lamps easily replaced. Durably constructed for season to season use. Individually packed in display box. Cord with tri-plug. 1 to display box. 12 to carton. Weight 31 lbs.

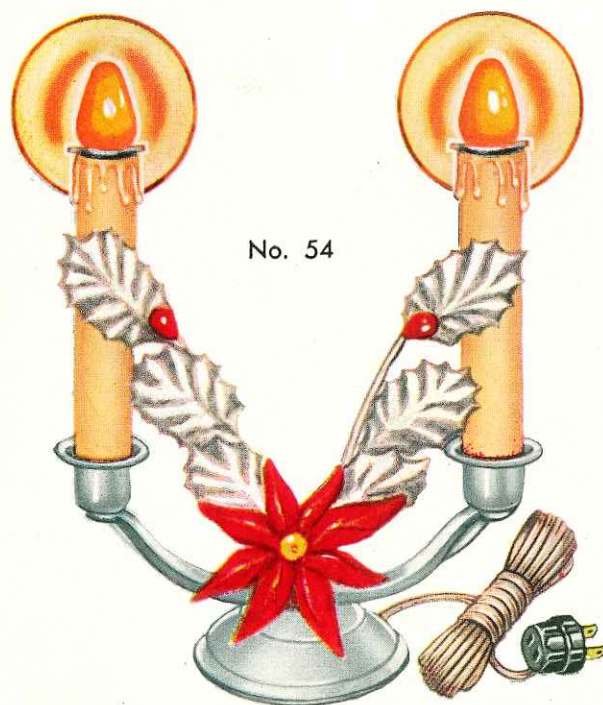
No. 193—8 LIGHT IVORY SERIES TYPE CANDOLIER. C-6 15 volt lamps. Sturdy attractive wood base. Simple design. Extremely effective when placed in a window or used as a mantel or table decoration. Suitable for home or business. Sturdy construction permits season to season use. An eye-catching Christmas display that is sure to attract a lot of attention. Lead cord with tri-plug for attaching additional sets and lighted decorations. 1 to display box. 12 to carton. Weight 18 lbs.

P. 17

CANDOLIERS



No. 32



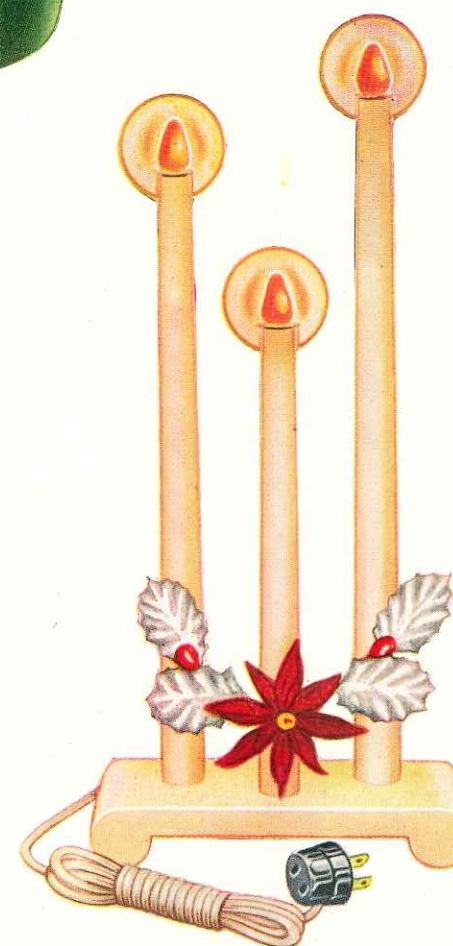
No. 54



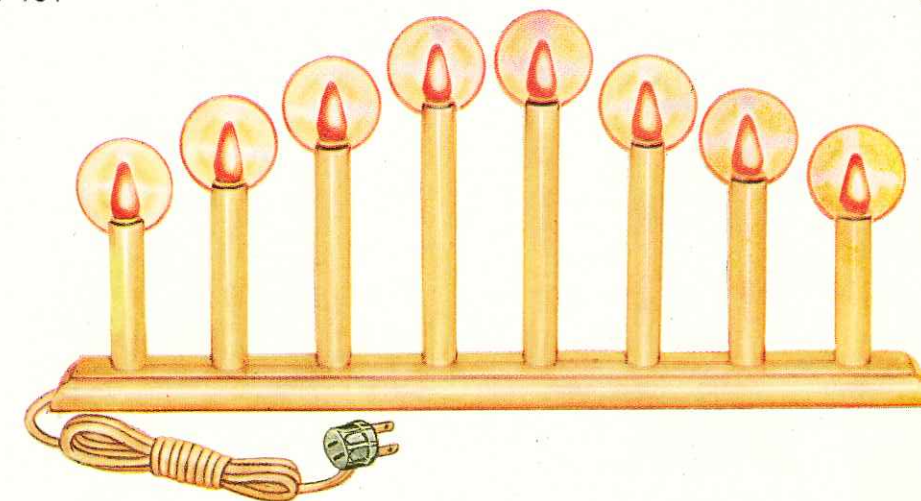
No. 198

No. 198—7 LIGHT HALO CANDOLIER. Tall, tapered candles set in an attractive wood base. C-7½ multiple type lamps and Noma Halos. Extremely attractive in a window, on a mantel or table. Just the thing for the Christmas buffet. Trimmed with silver holly leaves, bright red berries and natural looking poinsettia. Durably constructed for season to season use. Eye-catching display that is sure to attract a lot of attention. Lead cord with tri-plug connector. Standard package 6. Weight 28 lbs.

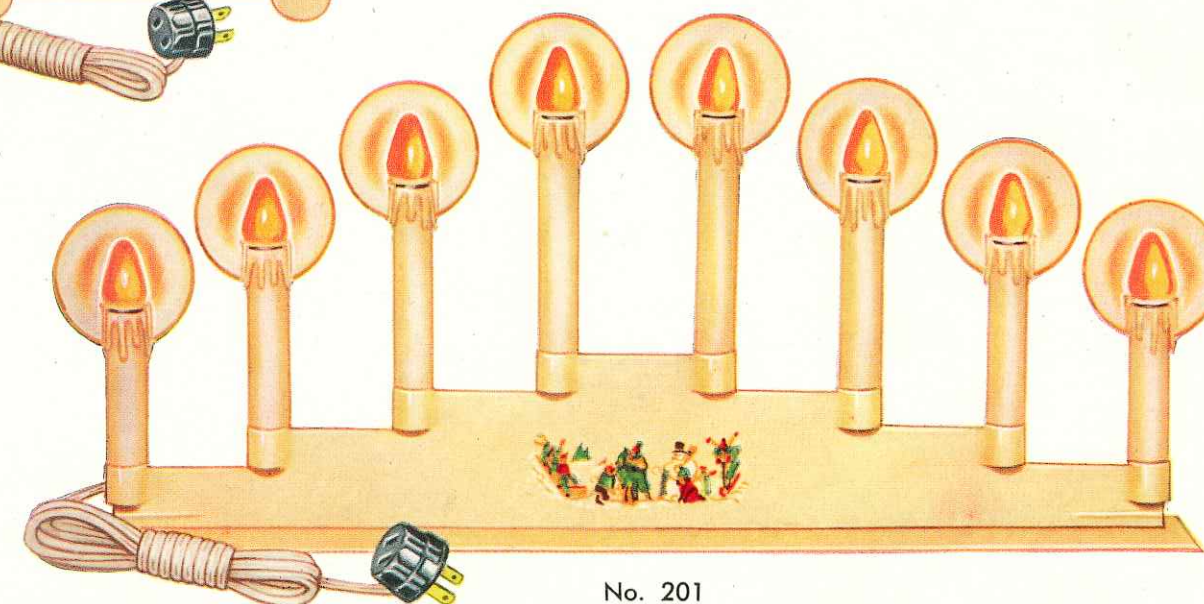
CANDOLIERS



No. 164



No. 191



No. 201

No. 164—3 LIGHT HALO CANDOLIER. Three tapered candles in wood base. C-7½ multiple lamps with Noma Halos. Trimmed with silver holly leaves, berries and poinsettia. Tri-plug connector. Standard package 12. Weight 32 lbs.

No. 191—8 LIGHT SERIES CANDOLIER. Antique ivory finish candles firmly set in wood base. C-6, 15 volt series type lamps with Noma Halos. Lead cord with tri-plug connector. Standard package 12. Weight 19 lbs.

No. 201—8 LIGHT MULTIPLE CANDOLIER. Ivory drip candles. Sturdy metal base. C-7½ multiple type lamps and Noma Halos. Extremely effective when placed in a window or used as a mantel or table decoration. Suitable for home or business. An eye-catching Christmas display. Tri-plug connector for attaching other illuminated decorations. Standard package 12. Weight 28 lbs.

No. 200—8 LIGHT MULTIPLE CANDOLIER. C-7½ lamps. No Halos. Otherwise same as No. 201. Standard package 12. Weight 28 lbs.

ILLUMINATED CANDLES



No. 163

No. 180

No. 129

No. 163—3 LIGHT IVORY CANDOLIER. Wood base. C-7½ multiple lamps. Tri-plug connector. Makes an effective but simple decoration for the window, table or mantel. Individually boxed. 24 to carton. Weight 24 lbs.

No. 129—11" SINGLE IVORY CANDLE. Plastic base. C-7½ lamp. Tri-plug connector. Traditional Christmas candle for decorative purposes any place about the home. One to display box. 24 to standard carton. Weight 12 lbs.

No. 180—ILLUMINATED TAPERED TRANSLUCENT PLASTIC CANDLE. Molded plastic base. Entire candle lights up with warm glow. Realistic plastic flame tip. C-7½ lamp. Tri-plug connector. Has all the gracious charm of old fashioned lighted candles. A most effective decoration when placed in window, on table or mantel. Suitable for season to season use. 1 to display box. 24 to carton. Weight 13 lbs.

ILLUMINATED SPECIALTIES



No. 1116

No. 551

No. 1117

No. 1118

No. 1116—12" RED CHENILLE WREATH. Colorful plastic Santa figure with installed 1000 hour 120V long life lamp. Extension cord with tri-plug. One to display box. 24 to standard carton. Weight 18 lbs.

No. 1117—14" GREEN VISCA WREATH. Colorful Plastic Santa-Glo figure with silvered holly leaves, poinsettia and red berry decorations. Installed 120 volt lamp. Tri-plug connector. One to display box. 12 to standard carton. Weight 27 lbs.

No. 551—ILLUMINATED SANTA FACE PLAQUE. Suitable for INDOOR or OUTDOOR use. Larger than life, 14" full color. Moulded plastic. Exquisite detail. Two C-7½ 120 V multiple lamps. Easy to hang on wall or window. Extension cord and tri-plug. Standard package 6. Weight 22 lbs.

No. 1118—12" RED CELLOPHANE WREATH. No. 520 1000 hour long life Bubble-Lite lamp. Silvered leaves and poinsettia decorations. One to display box—36 in carton. Weight 25 lbs.

ILLUMINATED WREATHS



No. 1508



No. 1119



No. 1115



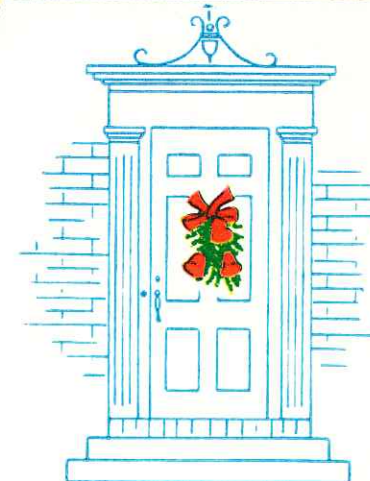
No. 1509

No. 163—3 LIGHT IVORY CANDOLIER. Wood base. C-7½ multiple lamps. Tri-plug connector. Makes an effective but simple decoration for the window, table or mantel. Individually boxed. 24 to carton. Weight 24 lbs.

No. 129—11" SINGLE IVORY CANDLE. Plastic base. C-7½ lamp. Tri-plug connector. Traditional Christmas candle for decorative purposes any place about the home. One to display box. 24 to standard carton. Weight 12 lbs.

No. 180—ILLUMINATED TAPERED TRANSLUCENT PLASTIC CANDLE. Molded plastic base. Entire candle lights up with warm glow. Realistic plastic flame tip. C-7½ lamp. Tri-plug connector. Has all the gracious charm of old fashioned lighted candles. A most effective decoration when placed in window, on table or mantel. Suitable for season to season use. 1 to display box. 24 to carton. Weight 13 lbs.

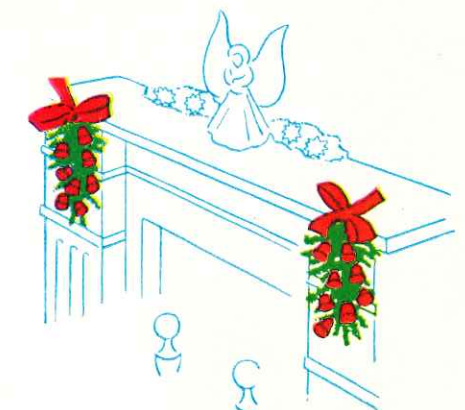
ILLUMINATED SPRAYS



No. 547



No. 548



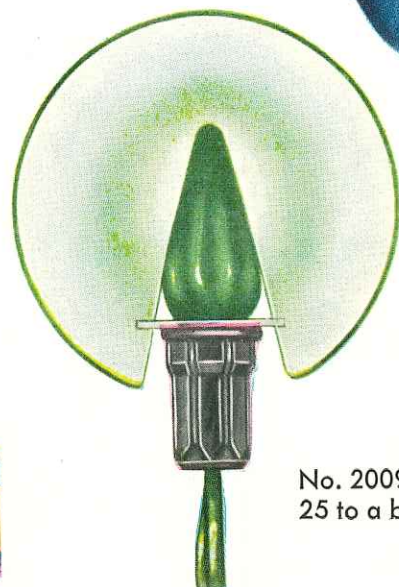
No. 1116—12" RED CHENILLE WREATH. Colorful plastic Santa figure with installed 1000 hour 120V long life lamp. Extension cord with tri-plug. One to display box. 24 to standard carton. Weight 18 lbs.

No. 1117—14" GREEN VISCA WREATH. Colorful Plastic Santa-Glo figure with silvered holly leaves, poinsettia and red berry decorations. Installed 120 volt lamp. Tri-plug connector. One to display box. 12 to standard carton. Weight 27 lbs.

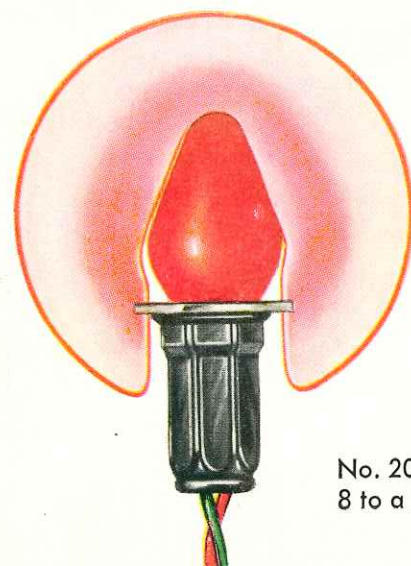
No. 551—ILLUMINATED SANTA FACE PLAQUE. Suitable for INDOOR or OUTDOOR use. Larger than life, 14" full color. Moulded plastic. Exquisite detail. Two C-7½ 120 V multiple lamps. Easy to hang on wall or window. Extension cord and tri-plug. Standard package 6. Weight 22 lbs.

No. 1118—12" RED CELLOPHANE WREATH. No. 520 1000 hour long life Bubble-Lite lamp. Silvered leaves and poinsettia decorations. One to display box—36 in carton. Weight 25 lbs.

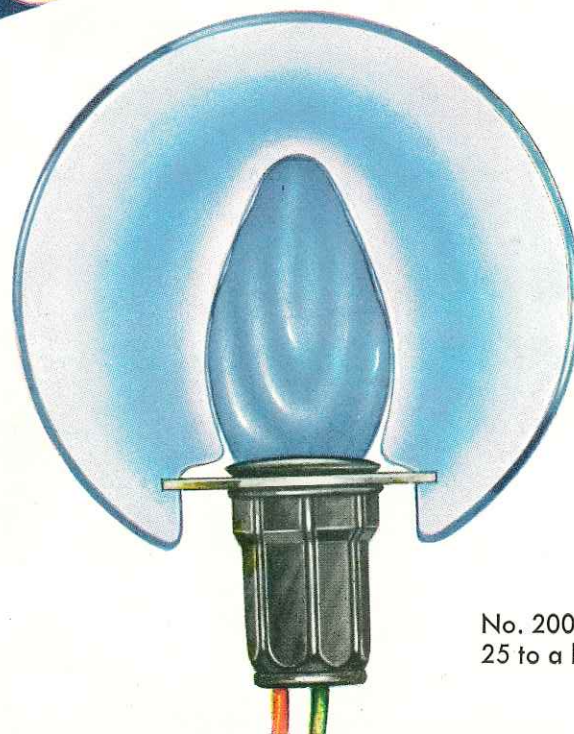
NOMA HALOS



No. 2009
25 to a box



No. 2007
8 to a box



No. 2008
25 to a box

No. 1508—HOLLY LEAF WREATH. 20" diameter. Rigid metal frame. Red and green leaves with red berries. Tri-plug connector. 4 ft. lead cord. Nine C-6, 15 volt series type lamps. Standard package 10. Weight 25 lbs.

No. 1115—RED CELLOPHANE WREATH. 12" diameter. Crisp bundled cellophane on wire frame. Silver leaves and poinsettia decoration. 3 1/2" red candle. C-7 1/2 lamp with Halo. Extension cord with tri-plug. Standard package 36. Weight 32 lbs.

No. 1114—Same as No. 1115 but without Halo. Standard package 36. Weight 30 lbs.

No. 1119—CANDLE-LITE WREATH. 12" in diameter. Crisp red bundled cellophane on wire frame. Silver leaves and poinsettia decorations. Multiple base type candle-lite. Extension cord with tri-plug. Standard package 36. Wt. 25 lbs.

No. 1509—MERRY XMAS WREATH. 20" diameter. 9 red translucent bells spell "Merry Xmas". Nine C-6, 15 volt series type lamps. Tri-plug connector. Standard package 10. Weight 25 lbs.

No. 1512—Same as No. 1509 except equipped with nine C-7 1/2 120 volt multiple lamps. Standard package 10. Weight 25 lbs.

NOMA'S INTENSIVE ADVERTISING PROGRAM

MEANS LARGER SALES AND MORE PROFITS FOR YOU

U. S. Patent Office

FEB 9 1953

Division



NOMA'S NO. 730 MERCHANDISING DISPLAY

TRADE ADVERTISING. Hard-hitting trade ads will appear in all leading trade publications. The ads will tell facts and point the way to larger sales and greater profits. *Better trade information means better consumer sales!*

FULL COLOR CATALOG. This beautiful 28-page full color Noma catalog is designed to help you sell more Noma Lights. Every item is illustrated in full color. Complete descriptive copy makes this catalog an invaluable aid in training salespeople. Makes ordering easy. A real help for both dealer and jobber.

FULL COLOR MERCHANDISE DISPLAYS. Stop 'em! and you'll sell 'em! The #730 merchandise display illustrated above is a real salesman and attracts attention. Perfect for counter, window or floor use. Shows merchandise off to advantage.

NEWSPAPER ADVERTISING. When people are ready to buy... newspaper ads pack a real sales wallop! Noma will bring customers into your

store with large, convincing ads in 42 metropolitan newspapers in 33 major cities.

TELEVISION. The most powerful new medium in advertising brings a product to life. Your customers see exactly how they can use Noma Lights. They are pre-sold before they come into your store. Noma will have several hundred television spots in principal cities during the selling season. This program guarantees real sales.

DEALER AIDS AND PUBLICITY. Noma offers free mats for your local newspaper advertising. Broadside on how to sell more Noma Lights. Full color booklet offering hundreds of suggestions on how to get more fun and use from Noma Christmas decorations. Leading magazine editors are interested in Christmas lighting. Noma constantly contacts magazines and civic groups in various cities to stimulate interest in outdoor and indoor Christmas lighting. This program pays off in larger sales for Noma dealers everywhere.



NOMA

ELECTRIC CORPORATION

NEW YORK, N. Y.

Makers of World Famous Christmas Lights